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ST REPORT INTERNATIONAL ONLINE MAGAZINE
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WHAT'S NEW IN THE ATARI FORUMS (August 14)

NEW GIF IMAGES WANTED!

In conjunction with the Graphics Forums, the AtariArts Forum is participating in the GO GRAPHICS compendium on a quarterly basis. This compendium catalogues the best GIF images from a multitude of CompuServe Forums and is mailed to thousands of subscribers each quarter.

We're searching for new GIF images to include in this catalog! The staff of the Atariarts Forum will be offering gifts of free access to Atariarts/Ataripro Forums to the uploaders of the best images. Please read message # 33672 in the Atari Arts Forum (GO ATARIARTS) for more information.

FORBES ARTICLE AVAILABLE ONLINE

The recent Forbes article about Atari Corp. is now available in LIBRARY 15 of the Atari Arts Forum (GO ATARIARTS) as filename FORBES.ARC. You've heard many people talking about it, now read it in full.
NEW FROM ICD

ICD has uploaded the press release for their new "Link" SCSI host adaptor, now in LIBRARY 7 of the Atari Vendors Forum (GO ATARIVEN).

ATARI CLASSICS MAGAZINE

The user-based campaign to create a dedicated 8-bit magazine yields real results! ATARI CLASSICS magazine is a go. See ACANN.TXT in LIB 7 [News & Reviews] of the Atari 8-Bit Forum (GO ATARI8) for the Official Announcement.

THE ATARI PORTFOLIO FORUM ON COMPUSERVE
HAS BEEN DESIGNATED AN
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> From the Editor's Desk "Saying it like it is!"
 "*****"

The Forbes Article was quite revealing and of course as sad as it was to see these words once again, it did serve to substantiate a great deal of the information already on hand. To see comments such as "half truths" etc., leads one to believe that a solid reply to the article was not readily available or forthcoming. Atari needs to do a complete review of itself unto itself. Its PR goals, marketing goals and long range goals must be seriously re-evaluated. The head games and politics must be brought to a quick end. Hopefully, the picture is about to change for the better. We shall see.

Is history about to repeat itself? In the computing community this appears to be the case. Once again Atari is about to unleash a computer that, simply put, will "blow the doors off" every other computer in its comparable price range and even some priced much, much higher. Hopefully, its release in the U.S.A. will herald the beginning of a new era for Atari Corp. and its userbase. Most of us went through the dreadful death throes of the eight bit computers and know exactly how it feels. Some of us have been feeling that "same old feeling" once again. The Falcon should pull Atari way out in front of its competition. (what competition?)

As with all good things there are always the precautionary downsides to the wonder of it all. For example, don't expect a miracle weapon that... once released a glut of new software will deluge the Atari marketplace. Granted, the Falcon must have better than excellent software support, this is an understood given. That will only come with time and a better than favorable sales track record for the Falcon. That translates into a "professional sales and marketing" campaign being waged by Atari. Atari must put this machine into mass marketing and national chain stores.

Now comes the hated, "wicked witch of the north", {Sales & Marketing}, Atari seems to view this aspect of doing business as just that, a despicable, ugly old witch that must be avoided at all costs. The bottom line here is Atari absolutely MUST advertise.. a true MEDIA BLITZ. Put the Falcon's name on everyone's mind... make it a household word. There will be NO 520st type miracles this time around. Most agree that when the 520st was intro'ed the industry was in its embryonic stages and most anything done was appropriate. Now in 1992, it is a whole new ball game.

The rules are in place and the game plan has been standardized. To succeed a company must advertise, create a demand for its products, establish its orders to gauge the size of the production run and then go full tilt into production to meet the demand. Its no secret that Atari... by its past performance, seems to observe this process in reverse. It may have worked at one time, but that sort of marketing "expertise" has no

place in today's industry. Its nice to say; "we sell all we make" but that's no big deal if the company is doing 500-1000 piece production runs. That only compounds the delays once the demand increases. Increase it will too, this Falcon is a superb computer for the money. Its market demand, once its recognized, will be explosive. Atari had better be ready for it. There are no instant replays in this game.

Ralph @ STReport International Online Magazine

THE STORM IS BREWING!

Stop by and say hello in the NEW STReport Category: # 24 on GENie in the ST Roundtables. Category 24, the NEW Home of STReport on GENie.

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"THERE IS NO COMPARISON! THE ATARI FALCON
IS FAR SUPERIOR TO THE PC PLATFORM."

Sam Tramiel, 08/92

> CPU STATUS REPORT LATE BREAKING INDUSTRY-WIDE NEWS
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Issue #33

Compiled by: Lloyd E. Pulley, Sr.

-- Judge Reaffirms Earlier Ruling Dismisses Most of Apple (C) Suit

Judge Vaughn Walker has reaffirmed his earlier ruling dismissing most of Apple Computer Inc.'s \$5.5 billion copyright suit against Microsoft Corp. and Hewlett-Packard Co. over the Apple Macintosh screen display. Walker ruled most of the Mac screen symbols, such as a folder to represent a computer file, were either:

- Covered by a 1985 license Apple granted Microsoft.
- Generic ideas that could not be copyrighted, or
- Derived from previous displays invented by Xerox Corp. and others.

According to sources, the judge also reiterated his rejection of Apple's central argument "that the rival companies could be sued for using displays that had the same 'look and feel' as the Macintosh, even if many or all of the individual symbols were not protected by copyright."

As Egelko commented, that argument "would extend Apple's copyright to any current or future computer system using a highly utilitarian, 'desktop' approach to displays, and would exempt Apple's individual copyright claims from the usual scrutiny."

The judge wrote, "This would afford too much (copyright) protection and yield too little competition."

-- Chips & Technologies Stops Making Intel Chip Clones

Chips & Technologies Inc. says it will stop making new clones of Intel Corp.'s chips and instead will focus on microprocessors for the portable computer market. Sources say that Chips will continue to produce its Super386DX and SuperMath co-processor lines, but will not go into

production on several other '386 lines.

Chips & Technologies -- like other Intel rivals Advanced Micro Devices Inc. and Cyrix Corp. -- was sued earlier this year by Intel, which alleged copyright infringement. Texas Instruments has intervened on behalf of Chips & Technologies in the case.

-- Sun Gains Market Share; Profits Down

Sun says its revenues are at record levels, but its net income is almost half of what it was a year ago. The company is blaming price reductions on its existing products and says improvements in the company's operating efficiencies kept the net income higher than it would have been otherwise.

In a war for market share with Hewlett-Packard, Sun appears to be trying to increase its market share, despite the costs. The company says it has seen record bookings of over \$1 billion in this fiscal year.

Sun said its Sun Microsystems Computer Corporation subsidiary shipped a record 56,000 revenue units and Sunsoft the company's operating system software subsidiary, distributed a record 78,000 Unix licenses.

-- Quebec Dealer is a Software Pirate

Centre d'ordinateurs Microbec, a chain of four computer stores, has been handed the largest software-copyright fine in the province's history. The company was fined C\$63,000 for selling computers loaded with illegal copies of the MS-DOS operating system.

The fine is not the worst of it for Microbec. When the Royal Canadian Mounted Police raided the company last October, they seized about 140 computers carrying the illegal software as evidence. Since the company was convicted, the seized hardware will not be returned, said Allan Reynolds, manager of the Canadian Alliance Against Software Theft (CAAST), a Toronto-based group of major software vendors set up to fight software piracy. Reynolds said the value of the seized computers is "more than double the fine amount in terms of revenue value."

-- Intel Releases 486 DX2 66 Megahertz Chip

Intel has announced its fastest version of the speed doubler family microprocessor chips, the 486 DX2 66 MHz clock speed CPU, is now shipping.

The new DX2 chip runs internally at 66 MHz, but works on motherboards designed for 33 MHz so a simple replacement of the CPU is all that is necessary to upgrade the computer.

While the 66 MHz processing speed means the data may move through the chip faster, it may still have to wait on the slower 33 MHz motherboard to get to it. Intel estimates users will see performance increases of as much as 70% overall.

This is the highest performance chip in the DX2 family. Earlier this year Intel released a 486 DX2 50 MHz chip designed to be placed in motherboards designed for the 486 DX 25 MHz CPU.

-- Motorola EMBARC Becomes X.400 Domain

Motorola signed important agreements with General Electric Information Services and the IBM Information Network to link both networks with its EMBARC service under X.400 standards.

EMBARC is a wireless mail service using a satellite paging frequency which Motorola began offering a month ago. The agreements enable GE Information Services and IBM Information Network e-mail users to broadcast electronic messages over the air to reach one or thousands of people simultaneously, whether they are at their desks, traveling in a car or waiting in a lobby between appointments. Both GE and IBM, however, participated in EMBARC network testing earlier this year. The company hopes to have EMBARC in 200 markets in the US and Canada by the end of 1992.

-- IBM Ships One Million Copies of OS/2

IBM says it has shipped more than a million copies of its version 2.0 OS/2 operating system since April. Sources estimate IBM spent more than \$2 billion developing OS/2 and related products since its 1987 introduction.

Microsoft has sold about 10 million copies of the improved version of Windows since it was unveiled in 1990.

-- Rich Texans

Ross Perot, founder of Electronic Data Systems, along with Michael Dell, founder of Dell Computers, have been named to Texas Monthly's annual list of the 100 wealthiest Texans.

Perot, 62, heads the list with estimated assets of \$3.25 billion, which is about \$250 million more than last year. He made his first \$2 billion with EDS, which he founded in the early 1960s and sold to General Motors for cash and stock in 1984. He made an additional \$1 billion when he sold the stock back to GM.

Texas Monthly says Perot now invests in high-tech startups, including Steven Job's NeXT Computer, as well as real estate and tax-free state and municipal bonds.

Michael Dell, 27, is the youngest person on the list. His estimated worth is \$220 million, which is \$45 million less than last year due to declining stock values for his Austin, Texas-based Dell Computers. Dell, like other computer companies, has been hard hit by falling PC prices and increased competition.

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> ONLINE WEEKLY STReport OnLine  
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The wires are a hummin'!

PEOPLE... ARE TALKING
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On CompuServe

compiled by Joe Mirando

From the Atari Productivity forum.

Okay, Folks, the big news this week is Atari's future offering, the FALCON 030. After looking at the machine's specifications, all I can say is "ALL RIGHT, ATARI!" I guess I'm not the only one, because all of the on-line services, as the column heading says, the wires are a hummin'!

Sysop Ron Luks posts:

"Time for a quickie survey:

I've been thinking about opening up a message section just for the FALCON messages, which are rapidly growing in number. What does the membership think about this idea? Should we have a special section just for the FALCON? a section for the FALCON & TT? or do the present section names do an adequate job?

Since all the message sections in this forum are currently assigned, I'd have to drop one section name for the new section (which doesn't seem like a difficult thing to do) or should I open up the FALCON section in Atariarts where we have some unassigned message sections and a much slower message scroll rate? Any and all comments welcome."

Jim Ness echoes my own thoughts when he replies:

"Since we are in for two consecutive nights of Sam-talk this week, I expect the Falcon conversations to increase. I would suggest maybe a New from Atari, or Falcon+MultiTOS section, since both products are due in the relatively near future.

And, it does not seem logical to put it in Atariarts, since I think most folks think if THIS forum as the heavyweight food-for-nerds area. Heh heh."

Albert Dayes, formerly of Atari Advantage Magazine, soon to be of Atari

Explorer Magazine, asks:

"Are we going to have a Sam-talk on CIS too? Since he is on the other two it seem like he would come here as well."

Ron Luks replies to Albert:

"Nope. As part of the support we seem to enjoy from Mr. Brodie, an opportunity to have a conference with Sam was not offered to CompuServe. If we can't manage to get Bob to logon here in the past 6-7 weeks, the odds of seeing Sam are even less likely since Bob does the scheduling for this sort of event. Although CompuServe has over one million users, and the best reach to all the European countries of any network, Bob doesn't seem to want to reach out to this audience.

It is sort of surprising that with the Falcon scheduled to debut in Germany next week, that the director of communications might want to whip up some advance interest with the European members as well as with the US members who have chosen to use CIS over the other networks, but clearly that isn't his aim."

Pattie Rayl of Atari Interface Magazine posts her preference for a FALCON category:

"My preference would be Atari Arts, since will all the pretty colors and nice sound, it's an ARTS machine! (grin) Opps...that's with, not will. And, yes, let's have a separate topic for the Falcon/whatever."

Jeff Kovach adds his opinion:

"I don't feel it is necessary to start Falcon specific message topics at this time. The current message sections are applicable to nearly any computer, and should be able to serve ST/STE/TT/Falcon as they are. If the Falcon were not at all ST compatible, then a new forum would have been in order, like when the ST first came out and the 8bit forums did not meet the needs of the new machines.

One thing that will grow ever important however, is making certain that file descriptions accurately inform the users what hardware configurations are needed for various programs, graphic images, etc."

Gary Mize asks for help in finding a word processor for his daughter:

"I've got an 8 yr old ... like to set her up with a word processor. Only required very basics ... word wrap... print to dot matrix ... want a larger font also. Is there anyone out there using something w/their kids?"

Albert Dayes replies:

"I know there is a person can't think of her name right off the top of

my head but she makes quite a few education programs like the type you mentioned. Oh I just found some information ... you should contact:
D.A. Brumleve P.O. BOX 4195 Urbana, IL, 61801 (217)-337-1937"

<Editor's Comment> Yes, Dorothy Brumleve does indeed produce fine children's programs. I've seen several of them demonstrated at shows and I believe that they may well be the best children's programs available on any platform. By the way D.A. Brumleve's programs are collectively called "KIDPRGS"

Meanwhile, back at the bulletin board, Bill Devonshire wonders about what type of monitor to use with the new FALCON 030 when it comes out:

"With all the talk of the Falcon, and the announcements coming this week, what VGA or Multisync monitor setup would be compatible with and existing ST(e) system and the new Falcon. I would like to bump up to a 14" monitor for the STe but think it a good idea to go multisync or VGA to use with the new Falcon system. Any suggestions?"

Albert Dayes replies:

"It seems like a multi-sync monitor will work with almost every ST or TT resolution too. I guess one still needs to be concerned about the frequencies for horizontal and vertical and see if they can perform the ST low and med resolutions."

Bill Devonshire asks Albert:

"Is there any special interface required to connect the ST output to the Multisync or is it just a matter of reconnecting the wires to the right pins? I have seen some units advertised from Rio Computers. What about the new Atari multisync for the TT - anyone try it yet?"

Albert replies:

"For the normal ST I think you need a box of some sort. On the TT I don't think you need anything and I assume the FALCON will be the similar to the TT."

Jim Ness joins in ad adds:

"You only need to connect the right wires to the right pins, to make it work. The special box Albert mentioned is to make a connection change whenever you wish to change from ST color to ST mono.

The problem is that the horizontal freq for the ST color modes is very low, and most of today's multisynch monitors no longer cover it. You have to look around a bit.

Monitors that are advertised as VGA (such as the TT monitor) definitely do not synch at the lower freq.

However, ST mono is at a high enough freq to be synched with a VGA monitor. Atari's SM147 is, in fact, a mono VGA monitor, with an Atari cable. ST color is the main problem area."

From the Atari Arts forum.

Steve D Lenox asks:

"Is there a file to convert from Degas format to a IBM paint format like PCX/GIF etc... ? If so what is the name of the file and is it on Compuserve? I have a ST"

Albert Dayes of Atari EXPLORER Magazine says:

"There should be a few that convert DEGAS to GIF on the Atari ST. I can't think of any off the top of my head though. I'm sure someone will be able to tell you very soon. I keep looking from my end too."

Dick Paddock also responds:

"VIEWGIF 1.2 has the capability. It's around here (Atari arts), I'm sure. Shareware, but does the job."

Glenn Gorman asks about Atari Advantage Magazine deliveries:

"I've read messages that people have received their June/July issue around July 31st. I still haven't gotten my copy. Can you help???"

Albert Dayes replies:

"I know that mail (3rd class or maybe it is 2nd) is very slow ... I'm still waiting for mine as well. I'll try to find out some more information for you."

From the Atari Vendor's forum.

In answer to a question posted by Dick paddock regarding the possibility of NeoDesk supporting 1.44 meg floppy drives, Dan Wilga of Gribnif Software posts:

"Yup, 1.44M support is on the list of "things to do". Unfortunately, when 3.02 was done, Atari still had no documented way of knowing that there was even a 1.44M drive attached."

On the topic of Apple's System 6.0.8, Dave Small of Gadgets by Small says:

"I can't speak for CIS but I know for a fact that "other" services as well as my local user group have been officially authorized by Apple to distribute the System Software."

Ron of Atari Interface Magazine replies:

"CompuServe is indeed officially authorized by Apple to distribute their system software updates. CIS has, in fact, created a forum just to distribute System 7. The other system files can be downloaded from the Mac developer's forum. The last time I checked both System 6.0.5 and 6.0.7 were available. The printing disk from System 6.0.8 was also available."

Well friends and neighbors, that's about all for this week. I'm off for the Connecticut Atarifest this weekend at the Sheraton hotel at Bradley International Airport in Windsor Locks, Connecticut. If you happen to find yourself at the show, look for me in the seminar room... or the C.C.C.C. booth... oh, or the portfolio booth... oh, heck, just yell out "Hey Joe!" I'll be around and it would be nice to meet all of you.

Tune in again next week to see what's being said when....

"People Are Talking".

IMPORTANT NOTICE!

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STReport International Online Magazine is available every week in the ST Advantage on DELPHI. STReport readers are invited to join DELPHI and become a part of the friendly community of Atari enthusiasts there.

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:IMPORTANT ANNOUNCEMENT:

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DELPHI- It's getting better all the time!

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> DELPHI ONLINE! STR FOCUS!  
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Atari's Sam Tramiel on Delphi

Transcript of Formal Conference

August 13, 1992

Special Guest: Sam Tramiel

(copyright 1992, DELPHI's ST Advantage)

BIBLINSKI:Gordie>

Good evening, everyone, and welcome to tonight's formal Conference. Our very special guest this evening is Sam Tramiel, president of Atari Corporation. This is Sam's first visit to DELPHI, and he's here to make an official announcement to us DELPHI members about Atari's newest 68030 based computer. Hopefully, he'll like it so much here, that he'll be back for some future Conferences. <g>

I'd like to remind everyone that we are formal tonight (not in dress, but in behavior), so our format is a little more structured than usual. Sam will have some opening remarks, after which he will take questions about those remarks, and answer when he can. He can't talk about everything, yet, but we should be able to get a fairly good feel for what the new machine is like.

Because formal COs tend to take a bit longer than our regular informal ones, we'd like to try to limit the questions to tonight's topic, so we don't end up with a marathon session. So, please don't stray too far from the topic at hand.

To ask questions when the time comes, you need to use the /queue command. You'll be prompted for your question, then for a brief description of the question. To provide as many people as possible with a chance to ask questions, we won't take direct follow-ups tonight. So, try to ask your question in such a way as to be as complete as possible. I'll be keeping a list of who has questions and will be trying to let as many people as possible ask them.

Remember, too, that Atari will be formally debuting the new machine in Dusseldorf, Germany, next week. And they want to keep some secrets for that event!

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.Gordie>
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With that done, and everyone digesting it, <g> I'd like to thank Sam for taking a little time this evening to join us here.

Sam, the floor is yours.

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. Sam>
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Good evening, all. I'm very pleased to be here on DELPHI in the Atari ST Advantage area for the very first time! We're excited to be celebrating the 20th anniversary of Atari Corporation this year. We're especially excited because this

is a time that we can introduce another milestone product to the world.

I'd like to take this opportunity to recognize some people that have been close allies of Atari Corporation. The entire staff of the Atari areas on Delphi, under the direction of Clayton Walnum and Gordie Meyer have been providing stellar support to our customers for many years now. As most of you know, the roots of the Delphi area were established in the days of A.N.A.L.O.G. Magazine. Delphi has long been a supporter of Atari products. Thank you Clay, Gordie, and the rest of the ST Advantage staff for your support of our mutual customers.

Tonight, we're pleased to be able to finally announce the Atari Falcon 030 Computer. This computer will be unveiled to the buying public at the Duesseldorf Atari Messe in Germany next week. The Falcon is a machine that we're very excited about. We think that it places us back in the forefront of the "Power without the Price" place in the market.

Here's the specs on the Atari Falcon 030:

- CPU: Motorola 68030 running at 16 Mhz
- 32-bit Bus
- Optional 68881 or 68882 FPU
- RAM: 1,4, or 14 megs
- Standard Atari Cartridge Port
- Motorola 56001 DSP chip

Expansion Bus:

- Internal direct processor slot for 386SX PC emulation, or other coprocessor

Graphics:

- Super VGA graphics: 640x480 with 256 colors
- True color 16 bit mode allowing a display of up to 65,536 colors
- Accepts external video sync signal to allow high quality genlocking
- Overlay mode for easy video titling and special effects
- Overscan on TV's and ST Color monitors
- 262,144 possible colors
- hardware-assisted horizontal fine scrolling
- BLiTTER graphics co-processor

Sound features:

- Eight 16 bit audio DMA record and playback channels
- Stereo 16 bit digital DMA input
- Stereo 16 bit DMA audio output
- SDMA sound/DMA Coprocessor

Standard Ports

- SCSI II port with DMA
- High speed LocalTalk compatible LAN
- Connector for analog RGB color (ST or VGA) or composite video
- RS232C serial port
- Bidirectional parallel port
- MIDI IN/MIDI OUT

Stereo microphone input, miniature stereo plug
Stereo audio out, miniature stereo plug
Two joystick connectors
Two enhanced digital/analog controller/light pen connectors

Data Storage

1.44 Mbyte floppy disk drive
Optional internal IDE Hard Disk

System software

Pre-emptive Multitasking with adaptive prioritization (MultiTOS)
Inter process communication
NewDesk desktop and eXtensible control panel
Multiple window user interface; number of windows limited
only by memory or software in use.

We see this computer as exceeding all of the multimedia expectations of the computer buying public. As well as being an exceptional value as a home computer system.

Extensive testing with the Falcon has already been done on existing software. We are very pleased with the high degree of compatibility. For instance, PowerNet, a increasingly popular LocalTalk networking solution works fine with no modifications. Calamus SL, PageStream, WordFlair II, Cubase 3.0, STalker 3.0, STeno, Arabesque, and many other well written applications will work perfectly.

I'm taking the liberty tonight of responding to some questions that have already been submitted by the Delphi Staff, in order that we might conserve some time:

What monitors will work with the Falcon?

The Atari Falcon030 will work with any VGA, or Atari ST Color Monitor...SC1224 or SC1435

Suggested retail price?

Sorry, tonight we will not be giving out the suggested retail price of the Atari Falcon030. That information will be announced at the Duesseldorf Atari Messe in Germany next week.

Will there be a trade in plan?

It is not our practice to offer a trade in plan directly from Atari. This is something that is up to the discretion of our dealers.

Will there be a LAN?

Yes, there is a LocalTalk port on the Atari Falcon030. It is fully compatible with the Atari Mega STE and Atari TT030. PowerNet from DragonWare Software works fine with it.

Will there be a method to connect to a mainframe via ethernet?

No, there is no ethernet connector on the Atari Falcon030

Why no detachable keyboard?

We felt that offering the unit in this configuration was the most cost effective. Also, using the 1040STE case allowed us to save on design costs, as it is the only unit (until the Atari Falcon030) that has analog joy sticks in it.

Will the DEKA work with it?

We do have a new keyboard controller in the Atari Falcon030. We've not checked a DEKA unit with it yet. We'll have to get back to you on that.

Have we hired a good technical writer, to document system interconnectivity, and add ons?

Our developer documentation for the Atari Falcon030 has met with rave reviews from all of the developers that are in possession of an Atari Falcon030. YES, the documentation is greatly improved.

MultiTOS- how is it configured, ram or rom, and what software will run on it?

MultiTOS is a combination of rom and disk based software. Most well written applications seem to work fine. We've made certain that our developers have been closely involved in the enhancements of MultiTOS. I'm confident that it will be HIGHLY compatible with your software library.

Is there anything being done with multimedia, and/or speech recognition software?

Yes, Multimedia is one of the key area for the Atari Falcon030. However, I cannot go into specifics at this time. We do expect to see a lot of exciting applications at the Duesseldorf Atari Messe next week, though!

Will it be advertised? How big is the budget, is there an agency, will it be in mainstream media, or specialty publications?

Sorry, we're not going to enter into those kinds of specifics tonight. We'll be making announcements on all of those things either at the Duesseldorf Atari Messe, or shortly after it.

Any dealer incentive programs?

Again, we will not discuss the marketing issues tonight. That will be something that we'll pick up after the Duesseldorf Atari Messe.

Any bundled software with the Falcon?

Yes, there will be a number of things packaged with the Atari Falcon030. There will be a couple of games written especially for the Atari Falcon030...LandMines, and a BreakOut kind of game. We will also have a Rolodex type of application called Cal/Apt, a calculator application called ProCalc, and a Talking

Clock desk accessory.

Is there a lease/purchase plan?

We already have such an arrangement in place for our products. However it is more orientated toward business purchases than home users.

That's it from us for now, we're ready to take questions from the audience.

Gordie>

Okay, folks. Sorry for the delay. There's a lot of buffer to search through for questions. Hang on a sec.

LMCCLURE>

Will the Falcon retain that name after it's release? If not, what will it be called?

.Sam>

Yes, the name is the Atari Falcon030.

BRITFLASH:Brit>

Will there be support for the future release of Apple/IBM OS "Pink"?

.Sam>

When we see it, we'll answer you. It's still in development.
ga

PWRIGHT:PaulW>

Will it be able to run other operating system and which ones?

.Sam>

With plugging in optional third party coprocessor boards, you will be able to run PC type software, and maybe even MacIntosh software. ga

PIZZA_THIEF>

Is some sort of direct-to-disk recording/edit package under development (or slated for released concurrent with) the falcon? With the D/A converters it is reported to possess, this should be relatively easy to write.

.Sam>

Yes, there are several direct to disk recording systems under development. And we expect at least a few of them to be debuted next week at the Atari Duesseldorf Messe.

ATARIO:Steve>

Will memory upgrades be through SIMMs?

.Sam>

Memory upgrades will be through a "Atari Falcon" ram board.

RMARIANO:Ralph@STReport>

Sam, congratulations on the Falcon its quite the promising NEW product. I understand 500 are to reach Europe within two weeks. What is the time table for North America and the States in particular?

.Sam>

I'm happy that you have information on what is going to Europe.
But, you're wrong, the plans are for North America to have
machines by mid to late October.

BRYEDEWAARD:MegaRob>

What kind of keyboard will the Falcon come with? The old mushy
ST-style version, or the newer Mega ST/Mega STE/TT one?

.Sam>

The Atari Falcon030 keyboard is the same wonderful keyboard
that you can find on a 1040STE.

MERICKSON:Miles>

I noticed that the standard ACSI DMA port wasn't on your list
of "standard ports." Does this mean that the Atari laser
printer will not work with the Falcon, or will a new controller
be made available for use with the Falcon?

.Sam>

There are a number of fine third party developers that are
working on a SCSI to ACSI converter box. ga

DAVIDNIELD:David Nield>

Sam, Thank you for coming. The introductory information was
great. I would like to know what kind of digital recording the
Falcon030 is capable of: Will the 16 bit digital recording be
useful for direct to disk recording or 'simply' as a sound
source for midi manipulative sounds? Any light you can shed on
that aspect would be helpful.

.Sam>

Yes, you can use the Atari Falcon030 for direct to disk
recording with appropriate software. Just plug a microphone
into the microphone input.

HOWBAR>

Will the microphone input sounds directly, like the mac?

.Sam>

Yes.

CHUNK>

What kind of speed enhancements for the 030?

.Sam>

I don't understand the question...it is using a 68030.

.Gordie>

Chunk, did you want to clarify your question? <no response>
I'd guess he wonders about using a faster 68030.

.Sam>

The design and supporting chips is for a 16Mhz 68030, and 32
Mhz bus, which gives you a dynamite machine. Terrific
performance! ga

TRIX:Trix>

Will there be a port of Microware's OS-9 Operating system for
the Falcon030?

.Sam>

We're in regular contact with Microware, and OS/9 works for the most part just fine under the Atari Falcon030.

JBWHIT:JB>

When will development tools that support the 68030, math coprocessors and DSP56001 be available?

.Sam>

The developer machines that have been shipping to select developers for the past few months, have all the tools. A complete 56000 debugger will begin shipping next Thursday.

.Ron <ym>

You stated memory of 1, 4, or 14 Meg. Why 14 Meg? What's wrong with 16?

.Sam>

2 megabytes of RAM are masked out for backward compatibility with ST I/O space. We pride ourselves on maintaining downward compatibility with all of our products.

STGUEST:Oliver>

Sam, it was reported that Atari is going to introduce a new software packet called ST-Sutra at the Duesseldorf show next week (source: Atari Journal, Germany). Could you give us some details (features, price, availability...) Another software-related question: Can you confirm that there will be a MultiTOS upgrade available for old STs (MC68000 machines)? Thanks!

.Sam>

We are saving this for Germany, Oliver. See you at the show! :) MultiTOS will be available for the Atari TT030. But we have no plans at present to make it available for 68000 based Atari STs.

TURBONICK:Nick>

You said that the Falcon can have 1,4,or 14 MB of RAM. In the 14MB configuration, is some of that RAM "fastRAM" like the TT has? Will the '030 have "burst mode" (or whatever it's called when it fetches multiple longwords in one instruction) access to that RAM?

.Sam>

All ram accesses are 32 bits wide. By the way, the supertechy questions are being answered by the ever capable Bill Rehbock. :) The ram does NOT operate in Nybble mode like an Atari TT030. ga

SGTR>

32 MHZ bus. Does that mean that the Falcon030 is capable of 32MHZ to RAM,HardDisk etc... If not then what is the main impetus ?

.Sam>

That's a 32 bit bus, sorry for the confusion. It means that the Atari Falcon030 memory controller and DMA and video chips access memory at 32 bits wide at a time.

HUDSONHARDY:Hudson>

How will the TT and the Falcon relate compatibility-wise?

.Sam>

They are very compatible. The Atari Falcon030 is actually more STE compatible than the TT030.

DPJ:Dana@STReport>

Sam, first, welcome to Delphi. In light of the recent Forbes article, how do you feel the Falcon will do to re-establish Atari in the marketplace? It sounds like the Falcon will be the finest Atari computer yet to come. GA

.Sam>

Regardless of the Forbes article, we feel that the Atari Falcon030 is a giant step in personal computing. It will help Atari re-establish itself in the North American market.

.Gordie>

Sam, one thing that sounds really exciting is the 8 channel 16 bit sound. Won't that make the Falcon030 a virtual recording studio in a box?

.Sam>

Gordie, YES! We are very excited. We foresee desktop editing in the future with the Atari Falcon030.

.Gordie>

Have any MIDI developers been working on implementing that capability? That you know of, anyway?

.Sam>

YES, a leading developer in the UK, around Cambridge, is working on this type of software.

.Miles>

In a previous message, you said "and maybe even MacIntosh software." Does this mean that the Falcon isn't compatible with Spectre?

.Sam>

The Atari Falcon030 does not have an external floppy connector, and this of course makes it difficult to connect the existing Spectre GCR. We simply do not want to comment on Dave Small's behalf. :)

DAVIDSHORR:Dave>

Would you comment on some of the changes that were necessary to make the Falcon 030 more STe-compatible than its big brother the TT030 (the 16meg address space seems to be one)? Can the Falcon run Spectrum Holobyte's Falcon<grin>? GA.

.Sam>

Mostly custom chip issues. We haven't given Bill enough time to try Spectrum Holobyte's Falcon yet! He's been working too much!!

PHULSE2>

Hi Sam & Co. Two questions, first off, could you list the various developers which have been working on products for the Falcon? Any who previously dropped our computer and have show a renewed interest with the Falcon? Secondly, will the 'brains' of the Falcon be easily upgradable to the inevitable 68040 release, or is that possible? Thank you very much for

appearing here! Max @ 734

.Sam>

MultiTOS will indeed work with a 68040 platform. On the first question regarding developers, there are too many to mention now. And yes, some that were not working on our system are now. Such as NeXT developers because of the DSP 56000 which opens the world to really exciting software.

DIGISOFT>

Is there a true expansion bus or just a coprocessor slot, and is 640x480 the highest standard resolution? ga

.Sam>

Yes, there is a true expansion bus. It is a direct processor slot with all of the necessary goodies...interrupts, etc. 768x480 in overscan is the highest standard rez.

.Ralph@STReport>

Sam, all my info may not be accurate, but that is not the question, I asked; "What is the timetable for North America and in particular, the USA?"

.Sam>

With all due respect, we've already answered you. The US is part of North America, and we plan mid to late October.

CHRYSTAL>

As I see it, most Atari users have little criticism of the hardware Atari produces, but are upset with the marketing of that hardware. The Forbes article also made that point. If not tonight, when will we learn what marketing strategy Atari has for the Falcon?

.Sam>

We felt that the present ST/STE family was not strong enough to market in the US. We have been waiting for this new product, and we do plan to support it and market it in the US. It will be a hard battle, but we will put a good effort behind it.

.Gordie>

Okay, folks, the clock on the wall says we have time for just one more question. And, that lucky person is... NORM!

NORMAN238:Norm!>

Will there be any "HANDS ON" looking at the Boston Computer Society's Meeting?

.Sam>

There will be hands, feet, etc on looking, touching, at BCS. We will have more than one machine there, Norm.

Thank you all for coming tonight. We appreciate your support. We've enjoyed our first visit to Delphi. Good night all, there will be more information coming after the Duesseldorf Atari Messe. Good night!

.Gordie>

That about fills up our time for tonight, folks. I want to thank Sam, Bob and Bill for dropping by. Good night!

This CO is officially over!

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notice is included and the transcript is left unchanged.

> THE FORBES ARTICLE STR Spotlight The ACTUAL, COMPLETE Forbes Article
"*****"

The following is a reprint of an article appearing in FORBES,
issue dated:
AUGUST 3, 1992

ctsy of Drew Reid Kerr

GENie: D.KERR1 - DELPHI: DRKERR - CompuServe: 70372,3036

There have been no alterations in the text nor any additions.

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CHEAP DIDN'T SELL =====

Computer game maker Atari Corp. is in trouble again,
a prime example of the dangers of pinching pennies
on everything from marketing to expense accounts

by Dyan Machan

Only a decade ago Atari Corp., the Sunnyvale, Calif.-based computer company, ranked just behind Coca Cola in name recognition. At its peak a cash machine that was owned by Warner Communications, Atari employed 10,000 people worldwide; sales were over \$2 billion. But a flood of poor-quality computer games sent sales into a tailspin in 1983, and Atari lost \$500 million.

Warner sold the struggling company in 1984 to Jack Tramiel at the bargain price of \$240 million in promissory notes. Tramiel built sales back up to just under \$500 million a year by 1987. But today things are unraveling again.

Sales were a meager \$258 million last year, and falling. First-quarter 1992 losses were a staggering \$14 million on \$44 million in sales, and company sources say second-quarter results, due out in late July, will be far worse. Twenty-seven executives have either resigned or been fired in the past 30 months. Atari stock traded at 16 in 1987, but now bumps along at 1 5/8.

What happened? Tramiel made a common mistake. He tried to duplicate a

past success under very different market conditions.

Tramiel's earlier triumph was at Commodore International, where he undercut the competition with cheap computers and spent next to nothing on marketing, promotion or overhead. The cheap strategy worked beautifully. Commodore's stock market value surged, putting Tramiel in The Forbes Four Hundred in 1987, although by then he had been pushed out of the firm and had sold his stake in Commodore.

Could he repeat the trick with Atari? When Tramiel bought the game maker, he appointed his oldest son, Sam, now 42, as Atari's president and chief executive officer. Together they emphasized cheap computers over videogames -- in retrospect a terrible mistake in a world that was rapidly filling up with inexpensive computers.

In 1985, Jack Tramiel rolled out Atari's new ST personal computers, an inexpensive line made in Taiwan. Atari launched the ST line in Europe, where Tramiel had contacts from his Commodore days and where there were plenty of companies to write software. Off to a good start, Atari made a profit of \$44 million on \$493 million sales in 1987.

The good times didn't last very long. Miffed that Atari gave away prepackaged software with sales of its machines, European software producers stopped writing programs for the ST series. Another Tramiel blunder, because in the computer industry software sells the hardware. Then Dell Computer, Leading Edge and Packard Bell began selling their inexpensive computers in Europe.

Last year Atari's European sales collapsed to \$209 million, from \$342 million in 1990. Meanwhile, Apple and Commodore were locking up shelf space and dealer loyalty in the U.S. market. And since the Atari ST didn't use the DOS operating system, software makers weren't much interested in writing new ST programs. Consequently, U.S. computer sales never amounted to much.

To provide Atari with distribution outlets, Tramiel bought money losing Federated Group, a southern California consumer electronics chain, for \$67 million in 1987. He put his youngest son, Garry, then in his mid-20s, in charge of Federated. Garry wasn't up to the job. A year after Tramiel bought Federated Group, the chain lost \$124 million and Atari shut the doors.

In videogames, Tramiel held back the introduction of the 7800 Prosystem for 18 months, opting instead to take the lower-cost route of updating an older system that couldn't compete with the more powerful Nintendo Entertainment System. When Atari finally did roll out the Model 7800 in 1986, it spent just a little over \$300,000 promoting it. Nintendo and Sega were spending \$15 million apiece promoting theirs. Nintendo now has an 80% market share.

Unable to compete against Nintendo in the marketplace, the Tramiels sued Nintendo for antitrust violations. Last April a jury sided with Nintendo.

In 1989 Atari blew another opportunity to knock Nintendo off its perch. Atari's portable videogame, the Lynx, had color graphics and was superior to Nintendo's black-and-white, more basic, portable Gameboy unit. But Lynx could run only four or five games, the result of cutting Atari's software development to the bone. Nintendo's Gameboy could run more than 80 games.

Even after cutting Lynx's price to \$99 from \$179 to get closer to Gameboy's \$89, Atari again went the cheap route and spent virtually nothing on national advertising. Result: Today Gameboy has 81% of the market and is sold in 16,000 outlets. That compares to 3% for Lynx, available in fewer than 3,000 stores.

The Tramiels seems to enjoy competing against each other to save pennies. Example: In a confidential memo to Sam Tramiel, computer games president Michael Katz, who has since left, complained how Garry Tramiel refused to allow him to spend \$54 to air-freight two cartridges he needed for an important presentation to a big client. Atari employees say father Jack personally checks expense reports to make sure that restaurant tips don't exceed 15%.

When Atari lost the Nintendo suit, Jack Tramiel took day-to-day charge of the company away from son Sam. Sam has moved out of his fancy corner office into ordinary space, next to purchasing.

Two new Atari products are due out in the next 12 months: the Falcon 030, a souped-up ST computer; and the Jaguar, the next-generation videogame console. But industry sources say that to launch both products with the promotion needed to give them a real chance would cost some \$40 million. That's about all the cash Atari has on hand, and the company needs \$24 million a year just to meet its operating overhead.

One Atari official who spoke to FORBES on the condition that he remain anonymous, sums up the company's problem this way: "The Tramiels are not stupid. But their formula for success worked only once. They are not adaptable people." Not a good trait in any business, especially computers.

One of our many readers says it all...
from the FNET

Conf : STReport Online
Msg# : 21395/21400 Lines: 9 Read: 1
Sent : Aug 06, 1992 at 7:16 PM
To : All
From : Chris B. Herting at Fnet Node 556-Suitland-MD
Subj : Atari.

Yes, it has been quite a while since I posted SEVERAL messages criticizing Atari. Right after my messages were published in STR, I received many responses supporting my views. I also received messages telling me I was unfair. Atari can do no wrong. Something STR has been hearing for sometime. Now I think everyone has seen the proof, everyone has read the Forbes article. STR was RIGHT all along, and I was right to speak out. It is about time people start seeing the light, and the ones who haven't start telling the truth. Atari should NOW explain their actions.. TRUTHFULLY.

:HOW TO GET YOUR OWN GENIE ACCOUNT:

To sign up for GENie service:

Set your communications software to Half Duplex (or Local Echo)

Call: (with modem) 800-638-8369.

Upon connection type HHH (RETURN after that).

Wait for the U#= prompt.

Type: XTX99587,CPUREPT then, hit RETURN.

GENie Announcements (FREE)

1. Meet people... Attend events for FREE. Have FUN. Type.....*HSN
2. Our HOT Weekly Listing in.....GEMSTONE
3. BRAND NEW: Discount Travel AND FREE Time on Genie at.....TRAVELSOURCE
4. Your friends are worth GENie credits.....*BUDDY
5. SAVINGS on Modems, Ribbons, Disks & Accessories at.....DIRECTMICRO
6. FREE Hobby RTC Night....Sunday night August 16th.....HOBBY
7. LAURA LEONE/LAURA RESNICK, Sunday, 8 PM EDT in the.....SFRT
8. 24 player-generated worlds for you to explore in.....FED
9. Talk computing, and telecom, with JOHN C DVORAK.....GENIEUS
10. WIN 4 Nights 5 Days at the BUENA VISTA PALACE DISNEY.....FLORIDA
11. Get Your Business Listed in a Searchable Online Database..DIRECTORY
12. Attention A2/A2Pro users all about KANSASFESTin.....GENIELAMP
13. Learn more about programming and win FREE GENIE TIME in...A2PRO
14. Gateways to Deutschland: A journey you'll not forget.....*GERMANY
15. Commodore Users get the best.....FLAGSHIP

From the ST RT

The transcript of the Atari Corporation Realtime Conference featuring Sam Tramiel, president of Atari Corp., as our special guest, announcing the Atari Falcon 030, is NOW available in the ST library, file # 25262. Check it out TODAY!

New Files in Your Library

No.	File Name	Address	Description
25268	FD318UD.LZH	BDHALL	Fidodoor update to 3.1.8
25267	FD318REL.LZH	BDHALL	Fidodoor ver 3.1.8
25266	PRIZES.CT	D.FINCH7	CT FEST: DOOR PRIZE HEAVEN
25265	MAKEDATE.LZH	M.FARMER2	Make A Date (Script For Express ST)
25263	ATARIBBS.TXT	L.ESTEP1	Atari BBS listing - 8/13/92 edition
25262	FALCONCO.LZH	JEFF.W	Falcon/Atari RTC Transcript
25259	DEMOCM20.ARC	C.HOWER	reads commodore disks
25258	ANSI150B.FIX	T.MILLER23	Problems with ANSITerm? Read this!
25257	PAS_XREF.LZH	P.LEFEBVRE	Pascal Cross Reference Generator
25256	NEW_MAPS.LZH	J.WISNIEWSK2	More Maps for the game Empire.
25255	MUSICINF.CT	D.FINCH7	CT FEST MUSIC HIGHLIGHTS
			Darlah's Treat of the Month - INVDEMO3.LZH

Other NEW FILES available in the Atari RT Libraries are Sound Files (library 11), Digitized Sounds (library 17), Graphic pictures (library 5), Atari Archives (library 13), and Sale/Wanted Files (library 26).

Sale/Wanted items are also available in the Bulletin Board Category 27.

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> GENie Falcon Conf. STR OnLine Atari's Sam Tramiel Online on GENie
"*****"

THE FALCON 030/ATARI CORPORATION REALTIME CONFERENCE
featuring
SAM TRAMIEL, PRESIDENT OF ATARI CORPORATION

"THERE IS NO COMPARISON! THE ATARI FALCON IS
FAR SUPERIOR TO THE PC PLATFORM."
Sam Tramiel, 08/1992

WEDNESDAY, AUGUST 12, 1992

<[Sysop] JEFF.W> On behalf of the Atari ST Roundtable, I welcome all of
you to the Atari Corporation RealTime Conference featuring Sam Tramiel,
president of Atari.

Before getting started, some business about how an RTC works.

While the RTC room is in Listen-Only mode, you can only address our guest
when I let you talk.

To get my attention, just /RAIse your hand. Just enter this from your
keyboard: /rai

I'll acknowledge your raised hand as soon as I can, but please be patient.
I -WILL- let you know when your turn is coming up.

Some other RTC commands are:

- ? - Lists all RTC commands.
- /sta - Status (list) of everyone in
the RTC room.
- /exi - Exit the RTC, but you remain
logged onto GENie.
- /bye - Log off of GENie directly from
the RTC.
- /rai - Raise your hand. Lets me know
you wish to address our guest.

With that out of the way, let us proceed.

Later this month, Atari will be unveiling the Falcon 030 to the world at
the Atari Messe in Duesseldorf Germany. The Falcon has generated a lot of
speculation and rumors over its features and abilities, as well as hopes
for the future of Atari in the computer industry.

Tonight we get a sneak preview of the Falcon. Before the crowds at Atari Messe get to ogle the Falcon, Sam Tramiel will give us a guided tour and answer our questions.

I know that many of you will have questions you'll wish to ask Sam, so I'll try to get to as many of you as I can. When it is your turn, you'll get to ask only one question during that turn. But you can have as many turns as time allows. After you ask your question, /RAI your hand again to be put back in line.

The purpose of this Realtime Conference is to get out factual information about the Falcon. Anything else that Sam is prepared to share with us will be icing on the cake. Please understand if Sam cannot answer specific questions about things like marketing, future products, and other non-Falcon related questions at this time.

Sam, thank you for being with us this evening. I understand you have some prepared text to upload to us about the Falcon. You may begin the upload at your convenience.

<STRAMIEL> Good evening, all. I'm very pleased to be here on our official online service, GENie once again. We're excited to be celebrating the 20th anniversary of Atari Corporation this year. We're especially excited because this is a time that we can introduce another milestone product to the world.

I'd like to take this opportunity to recognize some people that have been close allies of Atari Corporation. The entire staff of the Atari RTs on GENie, under the leadership of Darlah Potechin have been providing stellar support to our customers for a number of years now. I'm grateful for the support of Darlah, Sandy Wilson, Jeff Williams and the rest of the GENie RT staff in supporting our mutual customers. We've just signed a new agreement with GENie, that will ensure the continuation of GENie being our online home.

In addition, I'm pleased to welcome the new publishers of Atari Explorer Magazine, Mike Lindsay to Sunnyvale as well. As most of you know, we've brought Explorer in to our corporate headquarters. John Jainschigg has moved on to other challenges, and Mike Lindsay and Darren Meer are now at the helm of Atari Explorer. Our online magazine, Atari Explorer Online, is under the able leadership of Ron Kovacs. Ron is best known for his years of experience as the publisher of Z*Net Online Magazine. Tonight, we're pleased to be able to finally announce the Atari Falcon 030 Computer. This computer will be unveiled to the buying public at the Duesseldorf Atari Messe in Germany next week. The Falcon is a machine that we're very excited about. We think that it places us back in the forefront of the "Power without the Price" place in the market.

Here's the specs on the Atari Falcon 030:

- CPU: Motorola 68030 running at 16 Mhz
- 32-bit Bus
- Optional 68881 or 68882 FPU
- RAM: 1,4, or 14 megs
- Standard Atari Cartridge Port
- Motorola 56001 DSP chip

Expansion Bus:

Internal direct processor slot for 386SX PC emulation, or other coprocessor

Graphics:

Super VGA graphics: 640x480 with 256 colors
True color 16 bit mode allowing a display of up to 65,536 colors
Accepts external video sync signal to allow high quality genlocking
Overlay mode for easy video titling and special effects
Overscan on TV's and ST Color monitors
262,144 possible colors
hardware-assisted horizontal fine scrolling
BLiTTER graphics co-processor

Sound features:

Eight 16 bit audio DMA record and playback channels
Stereo 16 bit digital DMA input
Stereo 16 bit DMA audio output
SDMA sound/DMA Coprocessor

Standard Ports:

SCSI II port with DMA
High speed LocalTalk compatible LAN
Connector for analog RGB color (ST or VGA) or composite video
RS232C serial port
Bidirectional parallel port
MIDI IN/MIDI OUT
Stereo microphone input, miniature stereo plug
Stereo audio out, miniature stereo plug
Two joystick connectors
Two enhanced digital/analog controller/light pen connectors

Data Storage:

1.44 Mbyte floppy disk drive
Optional internal IDE Hard Disk

System software:

Pre-emptive Multitasking with adaptive prioritization (MultiTOS)
Inter process communication
NewDesk desktop and eXtensible control panel
Multiple window user interface; number of windows limited only by memory or software in use.

We see this computer as exceeding all of the multimedia expectations of the computer buying public. As well as being an exceptional value as a home computer system.

Extensive testing with the Falcon has already been done on existing software. We are very pleased with the high degree of compatibility. For instance, PowerNet, a increasingly popular LocalTalk networking solution works fine with no modifications. Calamus SL, PageStream, WordFlair II, Cubase 3.0, STalker 3.0, STeno, Arabesque, and many other well written applications will work perfectly. That concludes our remarks, I hope you were all impressed with how fast I can type!

<[Sysop] JEFF.W> Do you have a price ready to announce for the Falcon?

<STRAMIEL> No, we will announce the price at the Duesseldorf Atari Messe, Jeff.

<[Chris R.] DRAGONWARE> Sam Thank you for the Plug: .. What kind of Numbers will be available in the US and how soon?

<STRAMIEL> We are once again going to FCC and I realistically expect shipments into the US in mid October.

<[Mike] M.HILL13> We have heard some developers have falcons already. When will other registered developers be able to pick one up to start work on them. I understand if this question needs to be answered in email.

<STRAMIEL> Please contact Bill Rehbock regarding this matter. He will be happy to help you with this matter.

<[Bigcat] K.LONERGAN> Are MIDI ports included?

<STRAMIEL> YES, MIDI ports are included with the Falcon. We fully support the MIDI standard.

<[FAST TECH] J.ALLEN27> Hi Sam, thanks for visiting GENie again. Three questions:

Is the Falcon going to stay black?

How are you going to market it...what venues, etc?

And is Multitos going to be 68040 compatible when released?

<STRAMIEL> Colors and marketing plans will be talked about at Duesseldorf and after that show, Jim. I have to save something for next week. :)

And MultiTOS will be 68040 compatible! But sorry, we're not commenting about 68040 machines.

<[ScottJ] S.CORLEY1> Sam , about the graphics capacity of the Falcon. Why doesn't it have 800x600 or better yet 1024x768 graphics as that is the VGA standard now. Also , has the BLiTTer chip been sped up to handle the extra graphics bandwidth.

<STRAMIEL> Hi Scott. The BLiTTer Chip has been sped up to handle the extra bandwidth. The BLiTTer is now running at 16Mhz. VGA normally doesn't have TRUE COLOR, which the ATARI FALCON DOES, and this machine is aimed at having great color, great sound, and with the DSP chip, some wonderful new applications.

<[Advertise!] B.KING8> 1) Are you going to Advertise, if so how? 2) What is the deal with the GE Service contract? 3) Can we expect Desktop (ie. Detachable keyboards) models and Tower versions?

<STRAMIEL> As I said before, all marketing announcements will be made at Duesseldorf. I will not comment on future models of the Falcon. We are talking today about a machine which will be shipping next week.

We don't want to make future announcements and get into trouble with Vaporware. And by the way, for higher rez requirements, buy TTs! :)

<[Sysop] JEFF.W> Remember folks ... only one question per turn ... We have a lot of folks waiting and not nearly enough time to accommodate everybody.
Thanks.

<R.PECORA> Has the recent Forbes article influenced Atari's future marketing plans?

<STRAMIEL> My new office, which has a better view than my old one, is so far quite satisfactory. And Richard Miller is in my old office. The Forbes article was a mish-mash and misconstrued article full of half truths. We are anxiously awaiting the release of the Atari Falcon to bring us back to the forefront. The article has given us some laughs, but otherwise has not affected us.

<OAWALKER> Evening Sam Evening Sam (SBACE) PLEASE SHOW falcon at Glendale for all the So Cal Boys.

<STRAMIEL> We will try our best to show it. There will be a number of fine developers there, like Lexicor Software showing Atari Falcon applications.

<[SteveJ] S.JACOBS6> Would you please name some of Falcon's designers?

<STRAMIEL> You mean our engineers?

<[SteveJ] S.JACOBS6> Yes.

<STRAMIEL> The Atari Falcon was totally designed in house at Atari, and it is not our practice to give out individuals names. So many people are, and were involved in the project. They all worked very hard to bring this to a reality!

<[wants unix] JM.HAWTHORNE> Is the expansion bus VME?

<STRAMIEL> No, it is not a VME bus. It is a direct processor slot that gives developers more flexibility.

<[Marc] M.RHODES8> How do you think the Falcon will compare w/ the industry dominating IBM platform?

<STRAMIEL> There is no comparison! The Atari Falcon is far superior to the PC platform. Our challenge is to get a lot of software for the platform, and a lot of people to buy it.

<[Gary] G.STOLLMAN> Sam, you mentioned IBM emulation...How close to true IBM 386 speed and power will this actually be...??? By this I mean like a 386 33 SX...?? Will this require an add on unit for more speed??

<STRAMIEL> Hi Gary. Bill Rehbock assures me that a PC Board will be shown at Duesseldorf. We will give you specs after the show.

<[Sysop] JEFF.W> Any comments about performance?

<STRAMIEL> Not until after the show, Jeff. Sorry. It's not our product.

<P.LORIMER> Will the Falcon be sold with Multi-TOS, and will multi-TOS be in the ROM's? From what I've heard it takes up close to a MEG if in RAM.

<STRAMIEL> Yes, the Atari Falcon will be sold with MultiTOS. It will be a combination of ROM and disk based.

<S.AGARWAL> Sam, Why no DMA (ACSI) port How shall I connect my SLM 804 to the falcon ?

<STRAMIEL> We felt that the DMA port was not enough of a standard port. That's why we went to SCSI II. There are several third party companys that are working on a converter box to allow you to connect up your SLM to the Atari Falcon 030. The SCSI is much faster than DMA, too.

<NEVIN-S> Thanks for coming tonight, Sam. As a developer who depends on sales of Atari software for a good portion of my living, I am excited about the new Falcon. On the other hand, I see more and more people being fired from Atari, entire divisions being closed down, etc. Atari seems to be very good at cutting costs, but is this really the time to cut costs? I am concerned that once again Atari will have a great machine technically, but that the corporation behind it won't be strong enough to make the Falcon fly.

<STRAMIEL> We are "right sizing" our company to reflect our current rate of sales. We must conserve assests for future growth with products like Atari Falcon. Example, with the new North America free trade agreement, we felt that we could handle Canadian sales logistically from Sunnyvale and have sales people in Canada and the US handling both countries in a north/south direction.

We will support the Atari Falcon throughout the world. And need developers like you to support it as well.

<[The EDGE] C.ROSE4> I've been using 1040 ST because of it's MIDI capabilities. I also use C-lab's Notator. I wanted to buy a TT, but Notator won't run on it. Will the Falcon support this product?

<STRAMIEL> The new version of Notator will run fine on a Falcon, just as the new version will run on the TT030.

<E.MONACO> Is 16Mhz viable running multiple applications? What can we expect?

<STRAMIEL> We've found it to work just fine. The 68030 is well suited for multi-tasking.

<B.SALDANA1> the Falcon inspired me to design an attractive monitor stand for it called the STATION [faxed B.Rhebock]. Has it been inspiring new or old software developers? {I'll send you one Sam>

<STRAMIEL> At a recent Atari Falcon developer conference, {organized by the capable Bill Rehbock} in the UK, I was very happy to learn about new developers and some exciting software which is already being developed. The machines spec are so novel, that developers really have to figure out all the new, wonderful things that they can do with it. I'm sure that we'll see great software within the next 6 months. Thanks for the offer of the monitor stand, I'll look forward to it!!!

<[J.M.T.] J.TORRES17> Sir, Is the Falcon fully 1040STe compatible (graphics, 8Mhz, TOS, etc)? or more like the TT?

<STRAMIEL> The Atari Falcon is VERY STE compatible. Much more so that the TT030 is. We really try to make our products as compatible as possible.

<[Not Sam T.] SAM-RAPP> Does this "Official Announcement" mean that all these "Gagged" developers can start talking nitty gritty with us info starved masses? At least some info? ;>

<STRAMIEL> No more on our product, but they will be welcome to discuss the applications that they are developing that will be Falcon specific.

<WORDFLAIR> Sam, we are excited about the Falcon. We will be launching several new products that take full advantage of its power later this fall. The products are being developed by us and by Digital Arts, GmbH, the former development team for 3K Computerbild.

<STRAMIEL> Lauren, it's always a pleasure to have you as part of the Atari team. Thank you for your support!!

<[Ron] AD-VANTAGE> The Falcon sounds wonderful Sam!

Could you discuss in general terms some of the new software in development for the Falcon and what do you think the most significant impact of the DSP hardware will be on such new applications?

<STRAMIEL> I cannot give exact details tonight, but I think that the DSP hardware will open up a whole new realm of communications type software. I'm pushing very hard for voice mail type applications for the home.

<[Mike] M.HILL13> You mentioned the SCSI 2 port is DMA driven and the DSP too I believe, but is the Localtalk port DMA driven like on the TT or is it like the Mega STE localtalk port. I hope it is DMA driven.

<STRAMIEL> It is not DMA driven, sorry Mike. We think that it is satisfactory at this level.

<[Peter] ABC.SOLN> Can you comment on the future of existing machines, especially the TT030. (there have been reports that it is out of production) For instance, will upgrades to multiTOS be available ? Will trade-up deals be offered ?

<STRAMIEL> The TT030 is still in production, and we do have plans to release Atari MultiTOS for the TT030. It is not a practice for us to offer trade up deals. That is something that is for the descretion of the dealers.

<M.RIVMAN1> MR.T. (Sam), welcome! As good as the new machine looks on paper, we have all been hard hit by lack of support by dealers/developers

PLEASE- sell me on staying with the ATARI platform when all my friends scream MAC for MIDI DTP, graphics!!!

<STRAMIEL> We have been reluctant to attack the US market with the old machines. We feel that the Atari Falcon is truly a giant step forward and we hope that this will turn on users in the US. This will help get our marketplace going. We are signing up new dealers, and as more software becomes available, you will be seeing us advertise in the US. But as I said earlier, I will not go into details at present.

<W.RENKEL> When will they arrive in the US, and where do they fit into the current product line??

<STRAMIEL> They will be available in mid-October, and they fit very well into our product line! :)

<[Connor] CONNOR> Good evening Sam. I assume that the release date for the Falcon will be the same in Canada as in the United States, is this correct?

<STRAMIEL> If anything, it might be earlier in Canada. That's because I'm a Canadian, eh.

<[Curt] C.FLUEGEL> will it be possible to record/playback on just a single of the sound channels, or will they only work in pairs??

<STRAMIEL> According to Bill Rehbock <my trusty technical assistant>, yes, you can record on a single channel.

<[Advertise] T.MCCOMB> Will MultiTOS be available for the rest of the ST line? If so, what kind of time frame for availability? -Tom. Please tell me there will be a MAJOR marketing effort in the USA otherwise only us Chickens will know about the Falcon.

<STRAMIEL> MultiTOS will be available for TT030 and for future 68030 and above machines. We already answered the other marketing questions.

<[Steve] S.JOHNSON10> You said the Falcon 030 (is it actually going to be called that, by the way?) has a 16-bit 65,536 color mode. Will that work at 640x480 or is that mode limited to lower resolutions and, if so, which one(s)?

<STRAMIEL> Steve, the machine is called the Atari Falcon 030. The 16 bit true color mode will work in 640x480 interlaced on a TV or ST style monitor.

True Color will also work in 320x480 on VGA monitors.

<[Chuck.] HAINES> For ram expansion up to the max of 14meg, is the ram standard simms or proprietary type packages? If not is this the type thing good chip merchants will have readily in stock.

<STRAMIEL> It is a custom board, but not proprietary. We will have it readily in stock, and we are a great chip merchant! :)

<[Network 23] R.MARTIN22> Thanks for being here tonight. I'm thinking of becoming an Atari dealer. What support can I expect from Sunnyvale? Are the analog ports you mentioned the same as those on the STE?

<STRAMIEL> Please contact new US sales director Art Pruzynski regarding your dealer interest. We will support you fully. Yes, the analog ports are the same as on the Atari 1040 STE.

<[Chris C.] C.CASSADAY> From your answer about MultiTOS and the ST, it seems as if 68000 based machines may not be in Atari's production future. Also, when, and in what form can we expect MultiTOS for the TT030.

<STRAMIEL> Hi Chris, the future of the 68000 machines all depends on the market wants. IE, what sells. MultiTOS will be available from Atari for the Atari TT030 as an upgrade. We'll supply details later on, after Duesseldorf. From what I have seen, MultiTOS is fantastic, and is just as much a major advance as the hardware for the Atari Falcon. No Guru meditation errors, and some really great graphic features, and wonderful technical features.

<[ScottJ] S.CORLEY1> Sam, why did Atari choose to use the fixed point 56001 DSP instead of the newer, more powerful 96002 DSP which has floating point? Also. could you give more detail about Falcon graphics capacities, i.e resolutions, # of colors, scan rates, interlacing , etc.

<STRAMIEL> Scott, the primary reasons were price...the 96002 is much more expensive. The newer chip doesn't have the software tools available to take advantage of it yet.

We'll post more graphic details <grin> in the bulletin board after Duesseldorf.

<[Chris] C.OATES2> The Advantage article mentioned 16 bit in only 320 x 200. Any other inaccuracies we should know of in their specs?

<STRAMIEL> We have released the specifications of the Atari Falcon tonight. You are getting all of the information straight from the horse's mouth. We'd rather not comment about the Advantage article.

<[Sysop] JEFF.W> Anyone who missed the specs at the beginning of the RTC, they'll be in the transcript that I'll put in the library tomorrow.

<[Mike Allen] M.ALLEN14> Does your comment about the FCC indicate that the falcon is NOT Class B yet? If this is so how can you have significant quantities in the US by Mid-October?

<STRAMIEL> We have not yet even given the machine to the FCC. And we are only applying for Class B approval. According to our "experts", it should pass Class B. We will not have significant quantities of Atari Falcon until later in the year. October will be just the beginning.

<[Veg] R.ALBRIGHT7> Have any As-of-Yet Non_Atari Vendors expressed intentions to produce applications taking advantage of the tremendous new capabilities of the Falcon. Software from a well known vendor could do wonders for enticing users of other platforms.

<STRAMIEL> Yes, there are some 30 new developers that are producing software for the Atari Falcon. Several of the developers are also NeXT developers, for example.

<[Sysop] JEFF.W> Folks ... we have about 5 - 10 minutes left before we have to let Sam and friends go. We won't be able to get to everyone, but we'll try to squeeze in as many as possible.

<R.PAINTER3> Will it be possible to upgrade to a 040, or should I hold out for the better machine (I can't afford both).

<STRAMIEL> The Atari Falcon030 cannot be upgraded to an 68040, as far as the design goes. I'm sure that you'll find the Atari Falcon030 very cost effective. Buy one! :)

<[wants unix] JM.HAWTHORNE> How fast will the serial ports be, and how many?

<STRAMIEL> The serial port (there is one) is driven by the SCC chip. It is capable of full local talk speed, 250K baud. Also, we feel that the DSP port will have great telecommunications applications with very high speed things, like ISDN.

<[Sysop] JEFF.W> We have time for two more people to ask questions. R.PECORA and M.RHODES8.

<R.PECORA> Is a Mega-type version Falcon a possibility in the near future? Many of us prefer the external keyboard arrangement.

<STRAMIEL> Sorry, as I indicated before, no comment about future machines. Thanks for your input on the external keyboard.

<[Marc] M.RHODES8> Do you think the 'major' retailers (ala CompUSA, Computerland) will carry the Falcon? Being here in San Francisco, I only have 2 or 3 places I can go for Atari equipment, and I would love to see the Falcon supported in these outlets. GA and Good Night! :)

<STRAMIEL> We sure hope that some "major retailers" will pick up the Atari line. A good friend, that you all know, named Greg Pratt, now runs Intelligent Electronics. Why don't you write him, and push him to sell Atari products? :)

<[Sysop] JEFF.W> To everyone who we didn't get to, my apologies. But we have run through an incredible number of questions and answers during this time.

Thank you all for attending and participating.

Sam, many thanks to you and the Atari crew for being here and filling us all in about the Falcon. Many best wishes for its success. Do you have any closing statements you'd like to make before we adjourn?

<STRAMIEL> Yes, Jeff. Thanks for joining us here tonight. And we appreciate your support of Atari. I've just returned from Asia, where I saw the first Atari Falcon production coming off the lines. Let's hope

Good night, thank you again for attending tonight!

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GOODIES GALORE!
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This week I will be trying out a new format for presentation of the files that are available for download on the three major on-line services. I will designate the file(s) with a letter that indicates where the file was found.

Starting next week I will introduce a rating points system that will be called the "StAR Value". I hope in rating the programs/files that I peruse and try out that it will help you in your decision to download the file(s).

Feedback from the readers is essential if a feature like this is to prove successful over the long run. We will ALL benefit from shared ideas and critiques. The more YOU (the reader) input, the more YOU will get in return! On with the show...

Filename: FALCONCO.LZH
Uploader: Jeff.W
Size : 11136
Location: [GENie]

This is a transcript of the Falcon 030/Atari Corporation conference featuring Sam Tramiel, President of Atari. Mr. Tramiel presented the OFFICIAL announcement and specifications for the new FALCON computer from Atari. Many questions were answered about features, performance availability and etc.

Filename: DEMOCM20.LZH
Uploader: C.HOWER
Size : 29440
Location: [GENie]

This is a demo of a program that will allow the ST/TT to read Commodore format disks and convert them to ST format.

Filename: Adventure Game Toolkit v. 1.3
Uploader: ANALOG4[Delphi] - L.DOWDLE1[GENie]
Size : 146560 (program files)
139392 (documentation)
Location: [Delphi] [GENie]

This program allows the creation of Infocom (provided YOU have that type of skill in game design logic) quality text adventure games. There are supposedly many source code files for games that you can simply compile and use from various sources. The documentation goes into detail about how to write your own games using AGT.

Filename: Arena Earth
Uploader: ATARIGUEST
Size : 184320 (disk 1)
103296 (disk 2)
Location: [Delphi]

Arena Earth is a Shareware game by SysTim Software. The game allows one or two players. The game can be played against the computer at three skill levels or two players can use a modem (or null-modem) to compete in this excellent game. Digitized sound, very good graphics and of course, a 'lotta fun!

Filename: QUIKCIS.PRG
Uploader: 75300,3155
Size : 112310
Location: [Compuserve]

QuickCIS is an online navigator for Compuserve. QuickCIS can be configured to visit up to 6 forums, gathering messages and file descriptions for later perusal offline. QuickCIS supports all modem speeds and Medium resolution (ST) up. If you are on CIS, you NEED this program! Excellent quality, constantly being enhanced.

Filename: PAS_XREF.LZH

Uploader: P.LEFEBVRE
Size : 24960
Location: [GENie] [Delphi]

To quote the author of this program, " If you program in Pascal, then you NEED this program!". I can't verify the operation of this program because I don't know squat about Pascal, but the author, IMHO, is to be taken at his word about the functionality and performance of this program. An ACCESSORY version is also included in this file(via changing the .PRG extender to .ACC). FREEWARE by Paul Lefebvre and Julian Garza.

Filename: Digiplay Plus 1.5
Uploader: Analog4[Delphi] - S.DOUGHERTY1[GENie]
Size : 73600
Location: [Delphi] [GENie]

Two world's Software presents DigiPlay Plus version 1.5. The sound editor(digital) accepts VOC,SND,SPL,AMI and more sound formats. Digiplay Plus has special effects like Amplify-echo-FEcho(Hall)-Reverse. Speeds from 3kHz to 55kHz.

Filename: WhatIS 6.3
Uploader: Analog4[Delphi] - W.PIKE[GENie]
Size : 19712
Location: [GENie] [Delphi] [Compuserve]

What Is file identifier. This program identifies over 100 file types. No more of "what type of program is this?" Excellent program that is constantly being upgraded.

Filename: IDEALIST 3.2
Uploader: A.B.SMITH[GENie] - JLEHETT[Delphi]
Size : 278541
Location: [Delphi] [GENie]

Idealist is a program that has MANY outstanding features for many types of printers. Epson dot matrix formats and HPDJ and LaserJet formats are among the more common. The HPLJ allows user download of various font styles. I am not sure about the Epson modes concerning the downloadable fonts. I have used this program extensively for several months and found it to be solid and very useful. highly recommended! Well worth the download time!

Well that's some of the highlights for this week. I will be looking forward to hearing from you and I truly hope you, the user, will get involved in not only this feature each week, but become an active participating member of ALL 3 online service networks and you will not regret the few dollars you spend in getting some of the finest software available anywhere. Heck, it is cheaper to use the pay-for-use services than it is to call a BBS long distance! :) I will fudge a little here and give all 3 services a full 10point STaR Value rating each. Each service excels in a particular area that the other 2 are less active in. I will not commit myself to a public lynching by saying which one is better at what than the other, let me just leave it at each have the high points that should be looked into by all Atarians!

or door only if any are unsold the morning of the dinner-dance.

PLENTY OF HANDS-ON LESSONS AT BRADLEY SHOW

Computer hobbyists eager to get the best performance from their Atari computer and software won't suffer from a lack of experts at Connecticut AtariFest '92. The show, which runs August 15 and 16 at the Sheraton Hotel at Bradley International Airport in Windsor Locks (near Hartford), offers Atari owners instruction and advice to go with their powerful computers.

Besides dozens of original equipment manufacturers, software developers, retail dealers and Atari user groups that will be exhibiting their wares and skills, not to mention the Northeast's biggest Lynx competition, Connecticut AtariFest '92 features many seminars to keep Atari users informed about new versions of software, technological developments and industry news.

More than a dozen speakers are scheduled to offer seminars, how-to demonstrations and classroom instruction on Atari subjects both days of the Hartford show. The tentative seminar schedule is as follows:

Saturday, August 15

- 12 noon bj Gleason of Thin Air Labs discusses the ins and outs of portable computing with the Portfolio.
- 1 pm Rick Flashman of Gribnif Software presents Arabesque, Convector and other tools for graphic projects.
- 2 pm David C. Troy of Toad Computers delves into the "Myths & Mysteries" of Atari hardware.
- 3 pm Author-programmer Brian Harvey recounts his experience as a lone Atarian in world of self-publishing.
- 3:30 pm Atari Communications Director Bob Brodie provides an update on the company, industry and the Falcon.
- 4:30 - 5:30 pm Dan Simpson offers classroom training for the beginning Pagestream user (admission charge).

Sunday, August 16

- 12 noon Dana Byrd of Barefoot Software helps to unleash the musician/composer within; learn how to use MIDI.
- 1 pm Dana Jacobson & Joe Mirando of ST Report examine the world of Atari and what the future holds.
- 2 pm Faxing documents by modem, as explained by Mark Carver of Joppa Software.
- 3 pm John Eidsvoog of Codehead Technologies shows off Avant Vector, MegaPaint and other offerings.
- 4 - 5:30 pm Bill Cafarelli offers classroom training for the advanced Pagestream user (admission charge).

All seminars and classes will be conducted in a nearby seminar room designed for more intimate discussion. The seminar schedule is subject to

change, based on the availability of speakers and available seating.

Three other demonstration projects will be offered in the main exhibition hall. One features an experiment in which students and beginning "publishers" help produce a show newsletter. The project will be an ongoing element in the show's Desktop Publishing Center.

Tom Allard of East Hartford Computer Repair will offer installation lessons for the hacker who'd like to do his/her own memory or speed upgrade; he'll also perform on-the-spot upgrades for visitors who've arranged appointments. A representative of the American Radio Relay League will demonstrate data transfers via HAM radio and computer; did you know you can produce text files of the latest wire news from the odd-sounding beeps on your shortwave radio? Times for these demonstrations will be announced as soon as they become available.

More exhibitors have added their names to the list of hardware manufacturers, software developers, retail dealers and regional Atari user groups that plan to participate in Connecticut AtariFest '92 on August 15 and 16. The show, sponsored by the ACT Atari Group and several user groups throughout the Northeast in cooperation with Atari Corporation, will be staged at the Sheraton Hotel at Bradley International Airport in nearby Windsor Locks, Conn.

The following exhibitors and demonstrators plan to participate:

ABC Solutions	Publisher ST2, First Word, First Graph, tbxCAD, Kuma's KSpread4/Lite.
American Radio Relay League	Learn about operating a phoneless BBS, how to send and receive faxes and files viz HAM radio.
Application & Design Software	Universal Item Selector, Universal NETwork, network-ing consultation and affiliate of MacDonald Associates, publisher of ST Informer.
Atari Computer Corporation	Where it all started, evolving from 'Pong' to a 'Power Without the Price' company. Desktop publishing, MIDI, Portfolio and Lynx specialties. Falcon is next.
Atari Interface Magazine	Flagship monthly of Unicorn Publications that is by, for and about official Atari user groups throughout the world and their computers.
BaggettaWare	Educator Albert Baggetta demonstrates children's drawing programs and assists in a desktop publishing experiment as we create a newsletter at the show.

Barefoot Software (Hybrid Arts)	Producers of Genedit, Easy Score, SMPTE Track, SMPTE Mate, MIDI Plexer, Ludwig; music software.
Branch Always Software	Emulation specialist and creator of GEMulator (ST-to-PC operation), 8-bit, Apple emulators and cables.
CodeHead Software	Midi Spy, TOS Extension Card, Megapaint II Pro, Hot-wire, G+Plus, LookIt/PopIt, etc.
Compo Software	Publisher of That's Write, Write On, CompoScript and C-Font software packages.
Computers Etc.	Atari dealership of Fairfield, Connecticut. Carries full ST/TT/Mega/Portfolio lines. CAF '91 co-sponsor.
Computers a la Carte	Lawrence, Mass., computer dealer with extensive line of SCSI drives, external modems and peripherals.
Derric Electronics	Hamden, Conn., dealer with discounted Atari products, printers, monitors, modems, laptops, supplies, etc.
East Hartford Computer Repair	How-to demonstration by repair/upgrade expert focuses on memory & speed upgrades for 8- and 16-bit Ataris. Some on-the-spot upgrades by appointment.
GEnie	General Electric's online subscription service with many Atari Roundtables, re-structured bulletin boards, niches for every interest.
Goldleaf Publishing	Creators of Wordflair, distributors of Retouche, Didot Line Art and the Image Speeder System.
Golf in Connecticut	Author-programmer Brian Harvey explains how he used Calamus & dbMAN programs to publish and market his own golfing guide.
Gribnif	NeoDesk, STalker, STeno, CardFile, X-Boot, Arabesque Professional and Convecton

ICD	Professional and leading importer of Atari software. Hard drive systems, host adapters, accelerator boards and software for ST/TT. Provides tech support on GENie with 'ICD' at page prompt.
Joppa Software	Maker of STraight FAX! which turns ST into send/receive FAX machine, and drivers for FAX use from Calamus, Page-stream and GDOS programs.
KMT Computers	Full-service computer store with offices in Connecticut and Massachusetts.
LaSalle Music & Sound	One of the premier Hartford area music centers, LaSalle is also the newest Atari dealer in Connecticut.
Maxwell CPU	Expose, Fractal Fantasy and Silhouette, a bit-image and vector graphics drawing program that now uses FSMGDOS and supports 19" monitor.
Megatype Software	Creator of font creation/conversion programs like Font Designer, Bitmaker and Fontverter. Maintains hand-crafted PageStream and Calamus font libraries.
PLI	Black hard drives, removable cartridge drives, 3.5" optical drives storing 120 MB of data per cartridge & more.
Pro Musica / Oktal	New England sales representatives for Atari, Oktal and other top companies.
SKWare	Makers of the Seurat paint program and Colorscan.
Soft-Logik Publishing	PageStream 2.2, popular desktop publishing system for ST/STe/TT. Typeface library boasts 600 PostScript Type 1 fonts, lots of graphics.
Steinberg/Jones	What desktop publishing systems do for text, Cubase does for music. Compose, read, write, tape and control instruments with Cubase & MIDI.

Taylor Ridge Books	Publisher of Clayton Walnum's C-Manship Complete! and his recently-released ST Assembly Language Workshop, Vol 1. GEM Program-due out soon.
Thin Air Labs	Demonstrations by bj Gleason, author of over 100 utilities for the Portfolio including PBASIC 4.9, FTMENU and PREAD.
Toad Computers	Toadfile hard drives and accessories for Ataris. Makes Little Toad 20MB hard drive for light use.
Wizztronics	Designer of The Cartridge Port expander, which allows for the installation of multiple cartridge devices.

The following groups will display home-grown user talents through intriguing demonstrations and will provide showgoers hands-on assistance:

ASTMUM	Montreal, PQ
AUGOGH	Hartford, CT
BCS	Boston, MA
BASIC	Brooklyn, NY
CCCC	Central Connecticut
DEBUG	Danbury, CT
FACE	Fairfield, CT
LIAUG	Long Island, NY
MACH1	Vernon, CT
NAACC	North Attleboro, MA
NVACUS	Nashua Valley,
STARR	New Haven, CT
SAAUG	Scranton, PA
SSAG	South Shore/Boston, MA
WACO	Westmoreland, PA
WMAUG	Western Massachusetts

Other Atari developers, dealers, technical experts and speakers who plan to appear but have not signed final agreements will be listed in updates the week of August 10 to 15.

For additional information, contact:

Brian Gockley, Chairman	Doug Finch, Vice Chairman
Connecticut AtariFest '92	Connecticut AtariFest '92
GEne: B.GOCKLEY	GEne: D.FINCH7
CompuServe: 75300,2514	CompuServe: 76337,1067
18 Elmwood Avenue	46 Park Avenue
Bridgeport, CT 06605	Old Greenwich, CT 06870
(203) 332-1721	(203) 637-1034

> STReport CONFIDENTIAL "Rumors Tidbits Predictions Observations Tips"
"*****"

- Detroit, MI

US FALCON RELEASE DELAYED?

The latest reports seem to hold true to the information that the Falcon is expected to be delayed somewhat due to problems related to development, production and especially the wait for FCC approval. Its reported the Falcon has yet to be submitted to the FCC for testing. The FCC labs testing time has a normal minimum time frame of 90 days. If submitted Monday, then the Falcon could, if everything passes the first time, be available in the USA by late November or early December. This does not mean the other popular markets for Atari products will not have the Falcon.

- San Francisco, CA

EUROPE TO GET FALCON FIRST!

According to our ever faithful super snoop, the product has been on order and everything is going according to Hoyle. It appears Mr. Snoop saw the P.O. and binder for an order of 500 Falcon machines. It was also reported this is all destined for shores other than the USA. The main theme is first Europe, then Canada and finally the USA.

- New York City, NY

FORBES ARTICLE STILL MAKING WAVES!

The Forbes article has indeed engendered a first class bruhaha over the "state of Atari". Comments such as; "Half truths," to Forbes doesn't effect anything let alone the stock market", to "we got a laugh out of the article" have been heard so far. One can't help but wonder what ever became of good old fashioned street smarts. Seems when one is hit with a stinging critique, the best reaction is to quietly go about rectifying the glaring problems presented in the critique. Atari products are the best for the buck but their PR and interface with the press is the absolute most horrid in the industry. The relationships with all members of the press must be improved. Atari NEEDS all the friends it can get.

- Baltimore, MD

HIGH DOLLAR DEVELOPERS PLAY "WAIT & SEE"

Coming in from all points on the globe, the opinion of the Falcon is quite high. In addition, it is looked at as a possible industry "go getter." But... there's always a but, Industry analysts have made it clear that the whole "ball-o-wax" is hanging on how Atari publicizes and markets this new Falcon. If they insist upon following their previous

Graphics:

Super VGA graphics: 640x480 with 256 colors
True Color 16 bit mode allowing a display of up to 65,536 colors
Accepts external video sync signal to allow high quality genlocking
Overscan mode on TV's and ST Color monitors
262,144 colors
hardware-assisted horizontal fine scrolling
BLiTTer graphics co-processor

Sound features:

Eight 16 bit audio DMA record and playback channels
Stereo 16 bit digital DMA input
Stereo 16 bit digital DMA output
SDMA sound/DMA coprocessor

Standard ports

SCSI II port with DMA
High speed LocalTalk compatible LAN
Connector for analog RGB color (ST or VGA) or composite video
RS232C serial port
Bidirectional parallel port
MIDI IN/MIDI OUT
Stereo microphone input, miniature stereo plug
Stereo audio out, miniature stereo plug
Two joystick connectors
Two enhanced digital/analog controller/light pen connectors
Data Storage

1.44 Mbyte floppy disk drive
Optional internal IDE hard disk

System Software

Pre emptive multitasking with adaptive prioritization (MultiTOS)
Inter process communication
New Desk desktop and eXtensible control panel
Multiple window user interface; number of windows limited only by
memory or software in use.

We see this computer as exceeding all of the multimedia expectations
of the computer buying public. As well as being an exceptional value
as a home computer system.

Extensive testing with the Atari Falcon 030 has already been done on
existing software. We are very pleased with the high degree of
compatibility. For instance, PowerNet, a increasingly popular LocalTalk
networking solution works fine with no modifications. Calamus SL,
PageStream, WordFlair II, Cubase 3.0, STalker 3.0, STeno, Arabesque,
and many other well written applications will work perfectly.

Category 14, Topic 20

Message 2 Thu Aug 13, 1992

ISD [Nathan] at 18:50 EDT

It was an excellent conference last night Sam. Thank you for sharing with
us here. The response that I received both during the RTC and after in

mail and by telephone today was very positive. Now everyone is quickly settling into the "wait until it's actually shipping but I'm feeling good about this" mode.
:-)

I look forward to the announcements in Duesseldorf and wish you great success with the launch of this excellent new computer.

Nathan @ DMC Publishing

Category 14, Topic 20
Message 3 Thu Aug 13, 1992
DARLAH [RT~SYSOP] at 19:25 EDT

It -was- an excellent conference, Sam. We have received many positive responses. I thank you for the time and effort you placed into making this a reality.

I thank Bob Brodie for typing away as quickly as he did, and for his part in making this a reality.
To both of you, my deepest appreciation for an enjoyable and informative conference.

May the Falcon be the best success story yet.....

>>Darlah J Potechin Atari Roundtables

Category 14, Topic 20
Message 4 Thu Aug 13, 1992
OUTRIDER [Terry] at 21:58 EDT

I'm psyched. I want a Falcon NOW! ;^)

Category 14, Topic 20
Message 5 Thu Aug 13, 1992
J.NESS [Jim] at 21:58 EDT

Heh heh.

Sam sounds a lot like Bob Brodie. Has anyone seen them in the same room at the same time?

-JN

Category 14, Topic 20
Message 6 Fri Aug 14, 1992
LEPULLEY [Lloyd Pulley] at 00:00 EDT

Sam,

I wanted you to know that I enjoyed your conference very much and want to thank you for being here. I feel the Falcon is a giant step forward for Atari and the Atari community.

Lloyd E. Pulley, Sr.
Staff Editor for ST Report

Category 14, Topic 20

Message 7 Fri Aug 14, 1992
T.MCCOMB [=Tom=] at 00:42 EDT

Thanks for the _excellent_ conference, Sam. Please stop by more often!

-Tom McComb
Panda Print
Black and White and Read All Over!
{12:14 pm} Friday, August 14, 1992

Category 14, Topic 20
Message 8 Fri Aug 14, 1992
S.JOHNSON10 [Steve] at 04:43 EDT

Wow! Sam's online during GENie prime time. Maybe Atari *IS* finally ready to splurge a little. <grin>

By the way, can someone with Atari *PLEASE* post an 'official' spec sheet of some sort for the Falcon 030? Sam sort of gave us an overview of some of its features, but it was hardly a spec sheet. Or do we have to wait until Duesseldorf?...or Bill's RTC?...or the BCS meeting?...or when it's finally released?

Category 14, Topic 20
Message 9 Fri Aug 14, 1992
ISD [Nathan] at 08:37 EDT

If I understood correctly, at Bill's upcoming RTC, he is prepared to get down and dirty .. technically. :-)

Nathan @ DMC Publishing

REply ?

Atari... STILL in the memory business... <sigh>

Category 18, Topic 20
Message 198 Fri Aug 14, 1992
FAIRWEATHER [David] at 01:31 EDT

The most disappointing Falcon revelation for me was that it won't take SIMMS or even let you pop in DRAMS - you have to buy a memory board from Atari. That means I won't be able to cannibalize any of my other computers' ram chips and plug them into my 1-meg Falcon. It also means I can forget about the rumored \$700 price tag. If a \$700 machine is released it will surely be a 1meg model on which Multi-Tos is next to useless. 4 megs is the minimum I'd be able to live with. I wonder how much that model will cost, \$1000?

From CIS

#: 33771 S8/Hot Topics
13-Aug-92 17:11:25
Sb: #33767-#Forbes article
Fm: Jim Ness 75300,3155

To: Drew Kerr 70372,3036 (X)

Drew -

As everyone will see in the transcript in this week's STReport, Sam Tramiel responded to the Forbes article by saying it contained half-truths, and that it got a few laughs at Atari Corp.

-JN

There is 1 Reply.

Read action !

#: 33772 S8/Hot Topics
13-Aug-92 18:42:41
Sb: #33771-#Forbes article
Fm: Dana P. Jacobson 71051,3327
To: Jim Ness 75300,3155

And did anyone really expect to hear any differently? Someone forgot to remind Sam that there was a quote from an Atari employee who remarked that it was "frightfully accurate", or some such verbiage. How many half-truths did it contain, two? His reply was a great one, politically speaking. <<grin>>

Dana @ STReport International Online Magazine

#: 33775 S8/Hot Topics
13-Aug-92 21:30:00
Sb: #33772-Forbes article
Fm: Drew Kerr 70372,3036
To: Dana P. Jacobson 71051,3327

Sam:

One thing the Atari Corporation has no knowledge of is media savvy. Maybe Sam was pi**ed off he looked kind of drugged in the accompanying Forbes photo. Unfortunately, Atari's history speaks for itself. And there is certainly no reason for Forbes to "have it out" for Atari.

I plan on going to the Delphi conference tonight and I will ask Sam if he's got the bucks to properly promote the Falcon or not (as Forbes so indicated).

The only laughs that were had were the ones who read the article at Atari's expense. Frankly, if the Falcon flies straight into the ground, who'll be laughing then?

Drew

From the FNET....

Caring users contributing sincere thoughts....

Conf : Atari On-Line
Msg# : 44/14 Lines: Extended Read: 2
Sent : Aug 07, 1992 at 10:09 AM
To : BOB BRODIE.
From : Les Philips at Fnet Node 66, The Bre(/\)ery _ Ajax_Canada _
Subj : ENSURING FALCONS SUCCESS.

Replies: 1331

I hope you give the following serious thought Bob.

It would seem to me that a lot of people are concerned about attracting developers to the Falcon platform. Including your good self. SO !! as is my silly way - i thought up a solution for you to consider. So please hear me out !! Cos' i think it will work and hurt the clone market.

Why don't you do a mass telemarketing job to the major "A" account developers for the clones like Lotus/DATABASE / borland et al. Offer them a FREE FALCON to develop on PLUS FREE DEVELOPERS KIT PLUS - and heres the NASTY BUT NICE PART - a piece of each Falcon sold. Now that seems to me to give you an advantage. OK - ya gotta give up a bit of margin - BUT - think about it. Creep/crawl/walk/run. Say ya get Lotus over - they need revenue as well right now you know. Tell em' each Falcon sold with Lotus on - they will receive a coupla points.

In the "mini era". I had the same problem as you. Engineering had put out a damn nice machine - better than competitors - BUT - inertia was hurting sales/ramp up. So the solution was to offer INCENTIVES.

The reason i mention this - is - if you wait for small 3 party developers - we might all be dead in our graves waiting.

Just an idea - give it a thought !!

More concern from caring users.....

Conf : Atari On-Line
Msg# : 63/4 Lines: 6 Read: 2
Sent : Aug 08, 1992 at 4:35 PM
To : Bob Brodie
From : SHERVIN SHAHREBANI at Fnet Node 523, LEFTOVER HIPPIES 523 1:250:744
Subj : Re: <898> Questions, more questions.

Whatever you do, please manufacture as many Falcons as you possibly can. Try to avoid the shortages! You need to have abundant supplies for the Christmas season and please, don't let Canada and US take the back seat again.

S.S.

Watch out..... you're headed for the "TWIT" LIST!

Conf : Atari Expl
Msg# : 10/1 Lines: 2 Read: 2
Sent : Aug 08, 1992 at 10:48 AM
To : Bob Brodie
From : Long John Silver at Fnet Node 619, *TRON II BBs Systems*
Subj : Forbes

I'm curious, Bob, what are you're personal feelings concerning the Forbes article?

At last a sensible voice is heard with clarity.....

Conf : Atari Explorer
Msg# : 87/11 Lines: Extended Read: 2
Sent : Aug 09, 1992 at 10:14 AM
To : Bamf
From : Shawn Smith at Fnet Node 68, < - C F B * A T A R I - >
Subj : Re: <973> ATARI

Replies: 1208 1260

They were doing what Atari owners have been doing since the Atari 400 (and trust me I have been around since it's introduction) and that is speculating. Unfortunately communication "leaks" have always existed in the Atari community and these leaks have always resulted in user speculation. You know the old kindergarten Game where the teacher tells the first student a story and by the time it gets to the last student it bears no likeness to the original, Well I think they got that idea from the Atari community.

As for why Mark and Ed would bring up the Panther, I have no idea but so what if they did. I found that machine peaked my interests and I would have to think that the R&D that went into that machine may still be used in another piece of hardware that we can all benefit from.

All I am saying, as I said before, consider the other persons right to discuss in a manner fit to themselves, anything they wish.

Both Mark and Edward are still doing a lot for the Atari community at least here in Toronto. They pick up a ton of stuff from the various Usenet file areas for local distribution. Being of German Decent they have converted quite a few programs over to English (I think they may have even done the RSC file for the english version of Connect!) So please don't tell me they are Atari haters and are just trying to destroy this conference.

Maybe the best way to sum up Mark and Ed is Pessimist, You on the other hand are an optimist therefore we have opposing views!

Is the glass half empty or half full??

Ah yes, have pity... and more pity.... and more....

Conf : Atari Explorer
Msg# : 13/14 Lines: Extended Read: 1
Sent : Aug 09, 1992 at 12:17 AM
To : Shawn Smith
From : Bob Brodie at Fnet Node 706, Z*Net Golden Gate - California
Subj : Re: <927> ATARI

Replies: 1370

Shawn,
You bring up good points, but unlike your reasoned approach, the K's seem only capable of flammimg.

I honestly get more complaints about the Kovarski's than I do about Atari not advertising...that speaks VOLUMES for the effects of their messages. I would have hoped that they would have learned how to post, based on the responses from others. For example, they once posted a long, techy message in the conference. I asked that they not do that again, instead, arc it up and send it out as FMAIL...NO PROBLEM, right? Instead they told me that they would post whatever they felt the users needed to know, my wishes notwithstanding.

Communication comes in a lot of forms. Approach is VERY important, especially when the person you're dealing with is as busy as I am. It seems to me that human nature is such that we recall the negative much more readily than the positive. I don't think about the Kovarski's in a positive light, and apparently neither do very many other people online here.

Thanks for sharing your thoughts, and THANK YOU for MaxiMiser ST. The twit list has lowered my blood pressure considerably.

Being human is no excuse for dictatorial behavior

Conf : Atari On-Line
Msg# : 132/141 Lines: 13 Read: 2
Sent : Aug 09, 1992 at 11:38 AM
Recv : Aug 14, 1992
To : Wen Hsieh
From : Bob Brodie at Fnet Node 706, Z*Net Golden Gate - California
Subj : THE KOVARSKIS

WH> No not to their users and customers, just you. Wen

Right, Wen. We're just as human as the next guy. And as others have noted, we're not the only ones that have resorted to kill lists, or other similar methods to drone out guys like these.

The next step will be to ask the sysop of their node to put them back to read only, which was done once before to Alfa, aka Edward Kovarski.

regards,

Bob Brodie

When you try to shut someone up its censorship ..PERIOD

Conf : Atari On-Line
Msg# : 133/141 Lines: Extended Read: 2
Sent : Aug 09, 1992 at 12:37 AM
To : Tom
From : Bob Brodie at Fnet Node 706, Z*Net Golden Gate - California
Subj : Re: <990> BANNING THE "KORKEY'S".

I don't agree that it is censorship. It's no different than any business that hangs out a sign stating that they reserve the right to refuse service to anyone.

Recently, I went to a local eatery with a co-worker to discuss a few things. While we were there, a loud argument broke out among a few other patrons. It was very disruptive. They were asked to calm down

several times, yet they kept getting louder and louder. Finally, they were asked to leave.

This is the same scenario that is happening here. The K's have alienated people in this conference, and I'm getting LOTS of complaints about them. And yes, I do reserve the right to refuse service to anyone! :)

In is just this kind of behavior in the past that drove Atari reps from the FNET. It's just this kind of behavior that prevents OTHER Atari reps from participating in the FNET. We are all (yes, I include myself in that) suffering from the effects of their actions.

I think it's time to ask them to leave.

STReport's "EDITORIAL CARTOON"

> A "Quotable Quote" ".SO... WHAT ELSE IS NEW? NO MORE RSN!"
 "*****"

"As I said before, all marketing announcements will be made at Duesseldorf. I will not comment on future models of the Falcon. WE ARE TALKING TODAY ABOUT A MACHINE WHICH WILL BE SHIPPING NEXT WEEK."

... Sam Tramiel, 08/12/92

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